

ABSTRACT

A method and apparatus are disclosed for displaying available television programs with an indication of the strength of the contribution of one or more program attributes or features to the overall recommendation score assigned by a program recommender. The program and corresponding indication of the strength of the contribution of one or more program attributes can be presented to the user, for example, using grids listing the available television programs by time and date, channel and title. The overall recommendation scores or component scores associated with each program are also displayed to the user. The overall recommendation scores or component scores can be displayed with each program directly or can be mapped onto a color spectrum or another visual cue, such as a variable size-of-text, rate of blinking or bar height. The visual cues are then applied to each program in the program grid in accordance with the present invention.

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